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BRAFA, the first « .ART » art fair in the world

BRAFA (the Brussels Art Fair), is the first art fair in the world to take on the domain name « .ART », just launched to target international art world professionals. The 2017 (21-29/01) edition of the fair will be the perfect occasion to present the fair's new website!

Officially announced in London at the end of November 2016, the new internet domain name « .ART » is dedicated to art world professionals from around the world. It is aimed primarily at museums, foundations, organisations, fairs, galleries, dealers, collectors, artists, service providers, the media, bloggers and others active in this area. As **Ulvi Kasimov**, the founder of the domain .ART, explained: *'We want to preserve and highlight the importance of the art world's cultural heritage. We are delighted and honoured that so many respected institutions share our vision and our belief that the domain .ART will revolutionise the relation between the artistic community and the internet, by offering purely art-related content.'*

Over 60 'Early Adopters' are steadily moving their existing website to .ART or creating a new one, in order to optimise publicity about their exhibitions, artists or collections. These include internationally renowned museums (such as the Art Institute of Chicago, the Pompidou Centre, the Solomon R. Guggenheim Museum, the Tate, and the Stedelijk Museum in Amsterdam); galleries and art dealers (the Canesso Gallery, David Levy & Associates, Hauser & Wirth, the Stern Pissarro Gallery, etc.); foundations (the Cartier, Beyeler, and Francis Bacon foundations, to name a few) – not to forget cultural institutions, artists, collectors and other service providers. BRAFA is the first art fair in the world to join this community.

Harold t'Kint de Roodenbeke, the Chairman of the fair, explained the decision as follows: *'Our domain name brafa.be had become too restrictive in view of the international dimension the fair has acquired over recent years. The extension .ART creates a direct link to the very thing our fair revolves around: art! In order to fully benefit from this new platform, we have completely redone our website. The content is now fully synthesized, while containing more information, and the whole site is clearer, more concise, and much more up to date. Today, performance is key, and it's important to make use of the latest tools available in order to stand out and attract visitors who may start as browsers, but end up at the fair!'*

In Belgium, the WIELS Contemporary Art Centre, the Magritte Foundation and the Didier Claes Gallery have also chosen to take on the '.ART' extension, and more are bound to follow... In early February 2017, art world professionals will have priority in registering .ART domain names. These domain names will then become available to the public in the summer of 2017.

BRAFA - Brussels Art Fair - 21→29.01.2017

Tour & Taxis, Avenue du Port 86 C – 1000 Brussels

www.brafa.art

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To watch the video:

<http://www.brafa.art/video-presentation-en>

https://www.youtube.com/watch?v=jV_XY9_ZdHo&feature=youtu.be

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For more information about .ART : www.art.art